



The Electrical & Electronic Parts Specialist



為升電裝工業股份有限公司
CUB Elecparts Inc.
(2231. TW)

The Best Universal TPMS

Cub at a Glance



- Established 1979 in Taiwan
- Went public at 2009 (stock no.2231)
- Capital: 833M(NTD)
 - CEO : S.C. Arbula / 尤山泉
 - Employees: 500+
- Cub Shanghai Established: 2007

Product (Switches)

Combination Switch



Dimmer & Headlight Switch



Power Window Switch



Ignition Switch



Seat, Stop light & other switches



85%	AM	SMP,UCI/Wells,Dorman
10%	OES	GM,Chrysler
5%	OEM	Chinese Car Markers

More than 1,200 part numbers, low volume high mix production
A long tail business strategy.

Product (Sensors)



Crankshaft Position Sensor



Oil Pressure Sensor/Sender



Camshaft Position Sensor



Vehicle Speed Sensor



Tire Pressure Monitor Sensor

Growth momentum in coming years



95%	AM	SMP,UCI/Wells,Dorman
5%	OEM	Global Tier.1. launch 2014

More than 1,200 part numbers, a long tail business strategy.

Picture from ctscorp.com

Tire Pressure Monitor System



TPMS Regulation



EU Legislation

- Effective 2012/11/01 New Models
- Compulsory 2014/11/01 All New Cars



Japan is expected to adopt approximately one year after European Union implementation.



100% New/light vehicle (USA)



TPMS final rule

- 2005, Oct 5 * 20% (Phase-in 1)
- 2006, Sep 1 70% (Phase-in 2)
- 2007, Sep 1 100%



Firestone



Taiwan

- ✓ 2014/11/01 Newly Models
- ✓ 2016/07/01 All New cars



Korea

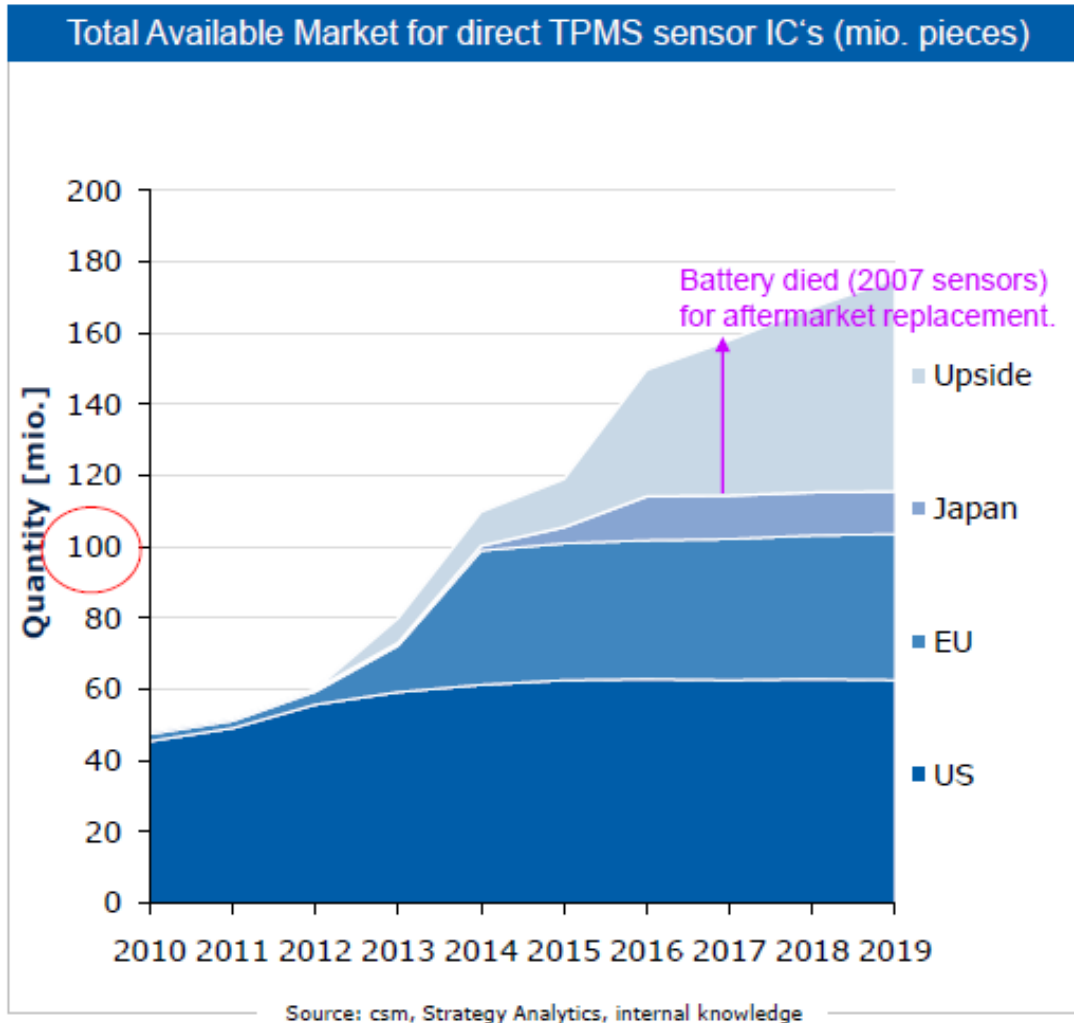
- 2013/01/01 Newly Models
- 2014/06 All new cars



China Legislation
GB T26149-2010

2000 2005 2006 2007 2012 2013 2014 2015 2016 2017

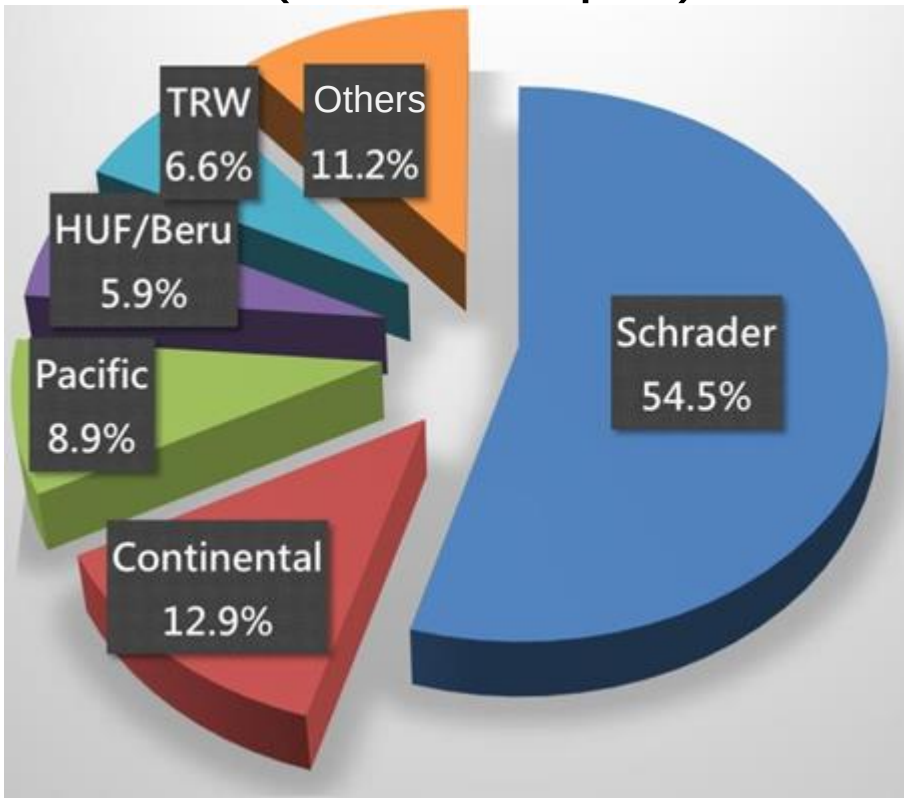
Total Available Market



Comments
■ The US market has nearly 100% coverage of direct TPMS ■ For EU and Japan we assume 2/3 direct systems; the Japanese market follows the European market with a delay of 2 years ■ Upside could be the Korean and the Chinese market, but also trucks and aftersales (e.g. Aftermarket, winter tires)

TPMS Providers

2013 OE Direct TPMS Market
(80 Million pcs)



Source:CSM 、internal knowledge

Service Problem in Tire Store



Tire & wheel have international standard.
Standard tire can be fitted for all vehicle.

>280 TPMS part numbers in USA
Different car need different sensor.
Huge sensor stock in tire shop.

Small tire dealer will lose tire business,
if they can't handle TPMS problem.



CUB introduce 1st universal TPMS
solution to solve problem.



CUB TPMS Solution –Universal Type Gen.3- **PUR**-TPMS

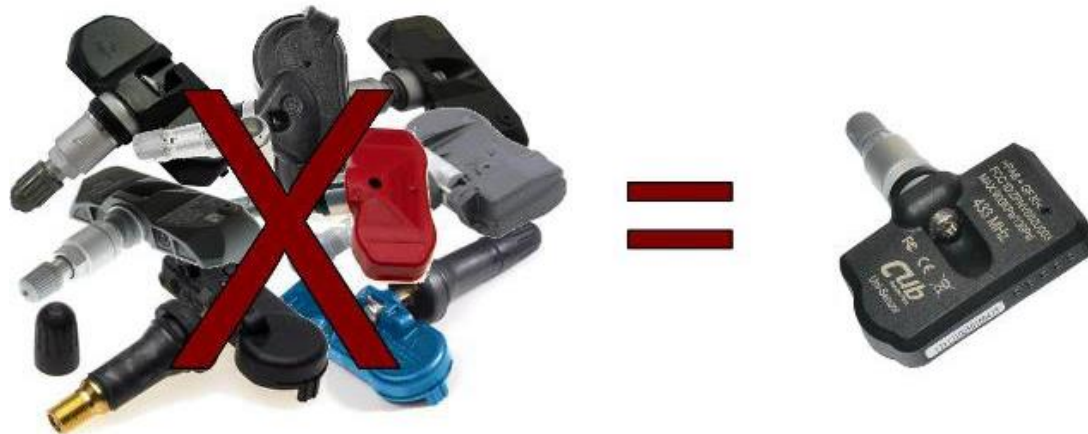
Programmable
Universal
Replacement

One tool + One 315 MHz sensor = All 315 Sensor
+ One 433 MHz sensor = All 433 Sensor

2 sensors to cover all TPMS application



Lower Stock, Lower Inventory Risk



SENSOR AID



- Programming
- Diagnostic
- Copy ID (EZ relearn)
(Replace other 20 different OEM set-up procedures)
- Internet Update
- High CP Value



TPMS Roadmap

The 1st Universal TPMS solution in the worldwide

Gen.1



1st version PUR system
315 Mhz only. Option to 433Mhz
Lock system (other tool can't scan)
60% coverage

Gen.2



2nd generation PUR system
315 /433Mhz
unlock system
Embedded sensor
70% coverage (6 sensors)

Gen.3



New PUR system
315 /433Mhz (2 sensors)
unlock system
>98% coverage (The best in the worldwide!)
Blank sensor
Wire & wireless solution



Total solution tool for Tire Dealer

Receiver system for Asia market & OEM

2007 2008 2009 2010 2011 2012 2013 2014 2015 2016

Universal TPMS Comparison



CUB

> 98% coverage



Free Tool
Free update
Easy operation



on call service
>2,000 training/year

Others

60~85%

USD 2,000~3,000
USD 150~250/year (update fee)

?

Quality

We follow SAE J2657, GMW 15752 & FCC to test our product & also tested it in U.S. 3th party. (Lab: Smithers Scientific Services)

Production control follow TS16949.

FCC CERTIFICATION RADIO MEASUREMENT TECHNICAL REPORT

On Model Name: PUR-TPMS

Model Number : PUR-07N01

Trademark : 

FCC ID : VVF49D040

IC Number : 7506A49D040

SAE J2657

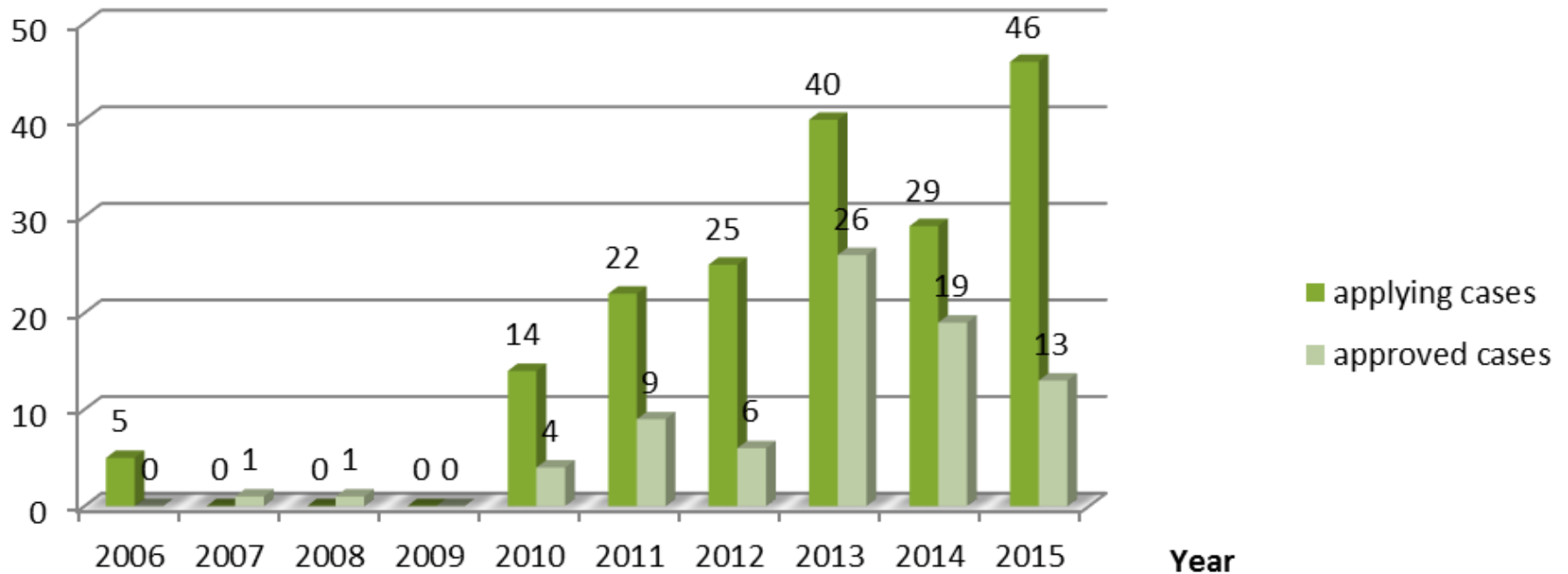
Tire Pressure Monitoring Systems
for LDHV



	WORLDWIDE ENGINEERING STANDARDS	Test Procedure Electrical Function	GMW15752
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Tire Pressure Monitoring Systems Test

Patents



Awards



Best Company for Innovation & Leadership
Medical Technology / Europe

Best Company for Innovation
Urban Development Technologies / Europe

Best Company for Innovation
E-commerce / China

Best Company for Leadership
Construction & Building Materials / China

Best Company for Leadership
Energy Sector / China

Best Company for Leadership
Electric Machinery / Taiwan

Best Company for Leadership
Technical Analysis / Thailand

China Shanshui Cement Group

China Resources Power

Cub Elecparts

Chart Partners Group

天下 Home 2015調查結果 最新報導 歷年調查 調查說明 圖表使用方法

製造業排行 樹狀圖 總表 依行業 公司成長最快? (營收成長率) 汽車及其零件

顏色: 營收高 營收低 公司比: 框愈前面代表愈高

	營收 (億)	增長 (%)	資產 (億)	純益 (億)	股權 (億)	資本 (億)	獲利 (%)	資報 (%)	股報 (%)	負債 (%)
為升	22	44	25	7	20	7	35	30	37	19
健益汽	15	39	8	1	5	2	8	15	27	45
裕隆	1,206	29	2,028	22	801	157	2	1	3	60
台全電	88	29	74	9	40	4	10	12	22	46
巧新科	50	25	88	10	47	20	20	12	22	46
倉佑	22	23	30	1	15	10	5	4	8	49
信昌機	62	23	83	2	52	13	3	2	4	37
國瑞汽	1,103	21	N/A	N/A	N/A	35	N/A	N/A	N/A	N/A

Forbes Asia's 200 Best Under A Billion

2015 RANKING

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TAIWAN
EXCELLENCE

CUB Elecparts on Forbes
Lists

Asia's 200 Best Under A
Billion

2011~2016 H1

Financial Statement of CUB

	2012		2013		2014		2015		2016 H1	
	Amount	%	Amount	%	Amount	%	Amount	%	Amount	%
Net sales 銷貨收入	1,338,240	100	1,498,942	100	2,155,184	100	2,822,080	100	1,698,895	100
COGS 營業成本	821,155	61	852,092	57	1,068,308	50	1,259,917	45	749,054	44
Gross Profit 營業毛利	517,085	39	646,850	43	1,086,876	50	1,562,163	55	949,841	56
OP Expense 營業費用	215,642	16	234,544	16	265,874	13	313,049	11	246,856	15
OP Profit 營業利益	301,443	23	412,306	27	821,002	37	1,249,114	44	702,985	41
Profit before tax 稅前盈餘	294,335	22	430,804	28	880,519	39	1,303,897	46	667,441	39
Profit after tax 稅後盈餘	251,636	19	365,643	24	745,499	33	1,122,100	39	549,567	32
EPS	4.13		6		10.43		13.56		6.55	
Capital 資本額	603(M)		605(M)		723(M)		833(M)		833(M)	

Roadmap



Fleet Security Management System

Internet of Vehicle system

Transportation Communication system



Switch

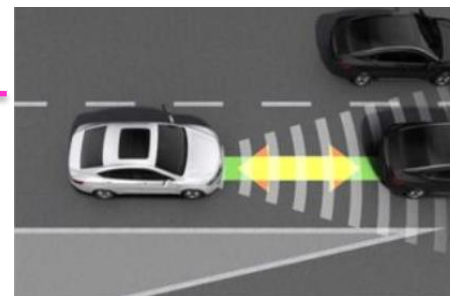
Sensor



TPMS



24G, 77GHz
Radar Module



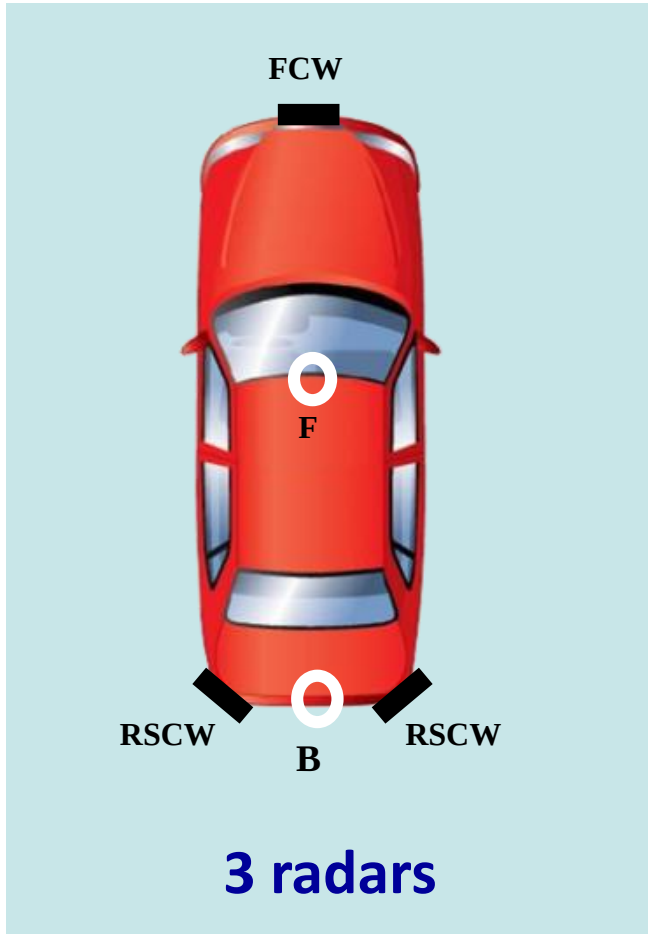
ADAS

2016

2018

19

CUB's ADAS Solution



● Radars

- FCW : **Forward Collision Warning**
- RSCW : **Rear Side Collision Warning**
(BSD+CTA+DOW+LCA)
 - BSD: Blind Spot Detection
 - CTA: Cross Traffic Alert
 - DOW: Door Open Warning
 - LCA: Lane Change Alert

The Best Universal TPMS Solution

全世界最佳通用型TPMS 解決方案